

The biggest and most important community involvement WBMX has is our continuing commitment to the Mix 98-5 Children's Hospital Mix Cares for Kids Radiothon. For the past 4 years, Mix has committed 2 full days of broadcasting to raising money for the efforts of Children's Hospital in Boston, one of the best children's hospitals in the world. The 2 day broadcast is done live from the hospital, and is filled with stories of families helped at Children's, interviews with the people making a difference and songs. We also interview families in advance and create "story songs" with their personal narrative woven into emotion songs. WBMX has raised over \$3,500,000.00 during these radiothons, and has also been recognized with awards from the Children's Miracle Network for our produced pieces and for the innovative sales/sponsorship packages we have created that helps local businesses get involved. We were also instrumental in helping two of the Mix spotlighted families in being named national "Champions" which resulted in those families winning trips to the Children's Miracle Network conference in Orlando, the chance to meet the President of The USA, and their child winning a gold medal for courage. Both families told us that they never would have won if not for the spotlight feature WBMX produced.

WBMX also has an on going commitment to the Massachusetts department of Social Services in our annual Mix 98-5 Cares For Kids Holiday Toy Drive. Over the course of several weeks in December, Mix spotlights various children being helped by the states various DSS. Listeners are given the chance to "adopt" the kids for the holiday by fulfilling their holiday wish list. We collect the toys here at the station and the kids get their gifts before Christmas. Over the course of our 2 years doing this program we have made over 300 at risk children's holiday's happier through the generous donations of Mix listeners.

WBMX has also established an on-going donation partnership with the Big Sister Association of Greater Boston. This organization provides mentors for young girls in Boston, and CEO Deborah Re has become a regular on our New England Lifestyles program. Beside exposure on our public affairs programs, WBMX also donates tickets to a variety of local events and concerts, which are distributed to the girls and their mentors, allowing them to see some great event in town. Recent ticket donations (a minimum of 7 pairs each time) include tickets to the Boston Ballet and tickets to Hilary Duff.

WBMX has also created a unique community friendly program that has had a huge impact on community events all over the area. Mix 98-5 has partnered with Turkey Hill Ice Cream to provide free ice cream at various community events around the greater Boston area. The schedule below illustrates the wide area and wide variety of events, charity events, community celebrations and information festivals that the Mix 98-5 team supported. All events were also supported through multiple on air mentions bring attention to the various community events. Here are a few of the stops we made in 2nd quarter of 2007:

| | | | |
|---------|--------------------------------------|---------------|---------------|
| May 12 | Helen Driscoll Road Race | Medford, MA | 10:30A-12:30P |
| May 13 | Wheelock Family Theatre | Fenway | 5-6 P |
| May 16 | Run for the Roses Women's 5K | Salisbury, MA | 6-8P |
| May 18 | Lynn Classical School | Lynn, MA | 2:30-3:30p |
| May 19 | Cystic Fibrosis Found, Great Strides | Wakefield, MA | 11-1p |
| May 20 | Great Bear Run | Needham, MA | 11:30A-12:30P |
| May 26 | Memorial Day Kids Road Race | Brockton, MA | 9:30-11:30A |
| May 29 | St John's School | Wellesley MA | 12:30-2:30 |
| May 31 | Bennett School | Taunton, MA | 12-230p |
| June 1 | Transportation Fair at Regis College | Weston, MA | 9:30-11:30A |
| June 2 | Lou Marcel Canoe Race (Regular van) | Bradford, MA | 10A-12N |
| June 2 | Team With a Vision 5K | Boston, MA | 8:30-11:30A |
| June 4 | Little League Game (Wisk) | Haverhill, MA | 630-8pm |
| June 7 | Morse School | Cambridge, MA | 11:30A-1:30P |
| June 8 | Grafton Elementary School | Grafton, MA | 11A-2P |
| June 9 | Jimmy Kennedy Memorial Run for ALS | Quincy, MA | 9:30-11:30A |
| June 9 | Bicycle and Fire Safety Day | Avon, MA | 12-1P |
| June 10 | Children's Hospital Walk | Hatch Shell | 8:30-11:30A |
| June 10 | The Butterfly Place | Westford, MA | 1-3P |
| June 11 | Clark Street Elementary | Worcester, MA | 12-2 |
| June 11 | Hanlon Elementary School Picnic | Westwood, MA | 6-8P |
| June 12 | Arlington Elementary | Lawrence, MA | 12-3p |
| June 13 | Winekini Castle | Haverhill, MA | 10A-12N |
| June 14 | Robert Frost Elementary | Lawrence, MA | 12-2pm |
| June 15 | Sutton Middle School (spree day) | Sutton, MA | 12-2 |
| June 15 | Seaside Stride 5K Footrace | Winthrop, MA | 630-830P |
| June 16 | Todd J. Schwarz Softball Classic | Westwood, MA | 11A-1P |
| June 18 | Medway Extended Day | Medway, MA | 1230-230p |
| June 19 | Newburyport Family Day | Newburyport, | 5:45-7:45P |
| June 21 | Summer Solstice Festival | Brockton, MA | 3-6P |
| June 23 | Salisbury Beach | Salisbury, MA | 11A-1P |
| June 24 | New Charles River Run | Brighton, MA | 8A-12N |
| June 26 | Amesbury Days (Millyard Park) | Amesbury, MA | 6-8pm |
| June 28 | Chase Corporate Challenge | Boston, MA | 4-9P |
| June 30 | Salisbury Sand and Sea Festival | Salisbury, MA | 1-4P |

WBMX also has a series of long-term corporate commitments, all of which have a strong community benefit.

WBZ

WBZ Radio's Sports Anchor Tom Cuddy produces a "Sports Profile" feature, which focuses each week on two local high school athletes who demonstrate outstanding leadership and athletic qualities. Tom Cuddy solicits suggestions from the public as to who should be profiled in this feature each week.

WBZ Radio's Business Editor, Anthony Silva, hosts a daily feature that reaches out to Massachusetts small business owners and highlights their accomplishments and successes. Mr. Silva was previously named "The Small Business Administration Reporter of the Year".

WBZ Radio's Doug Cope hosts a daily "Parent Report" feature that is designed to examine the many parenting issues and concerns facing the station's listeners.

WBZ NewsRadio 1030 is committed to the local business community and provides an ongoing, invaluable and topical series of breakfast forums. The WBZ Business to Business Breakfasts are offered quarterly as a free service and continually draw more than 100 distinguished CEO's, executives, professionals, small business owners and listeners to each event.

WBZ Radio Host Jordan Rich takes listeners on a radio tour through New England with the family friendly weekend feature "New England Weekend." Six times per weekend Jordan highlights some of the flavor of New England and informs listeners how they can join in on the fun.

WBZ Radio provides non-profit telephone information, referral and action service dedicated to resolving listener's consumer problems. WBZ's Call For Action uses professionally trained volunteers to act as a buffer between the consumer and the company. Call for Action serves as a source of information about community problems, and acts as a referral agency for people with nowhere to turn. Call For Action recovered \$201,430 dollars in goods and services for New England consumers every year.

WBZ Radio programs a public affairs segment each week. "The Catholic Hour" airs every Sunday morning and is a free public service to the Boston area's two million catholic listeners.

WBZ Radio provides public service time for community groups for their particular organizations to broadcast their message about community or fundraising events. Some of the issues that WBZ provides organizational PSA time for is: children's health, hunger, various medical diseases, pet saving programs, AIDS, adoption, etc.

WBZ Radio's first coverage of the Boston Marathon was on April 19, 1931. This year's our coverage was more extensive than it was on that day 75 years ago. WBZ's live broadcast started at 11:15AM and continued until the race concluded. WBZ Radio had reporters at 12 key points all along the race route. WBZ also let runners relive their big moment by logging on to WBZ 1030.com they could watch themselves cross the finish line.

WBZ provided start to finish coverage of the 35th running of the Falmouth Road Race on WBZ1030.com with cameras all along the route. WBZ also let runners relive their big moment by logging on to WBZ 1030.com they could watch themselves cross the finish line.

WBZ carried The Cape Cod Baseball League "Game of the Week" which was seen on wbz1030.com. This 9-game schedule was webcast live on wbz1030.com with all games called by Legendary sports play by play announcer Fred Cusick. "The partnership with the Cape Cod Baseball league and WBZ News Radio is a perfect fit for us" said Peter Casey, Director of News and Programming for WBZ News Radio. "We are seriously committed to unique and local programming for the radio station and our website."

WBZ's Free Friday Flicks are classic and popular movies shown for FREE each Friday night at sundown throughout the summer at the DCR Hatch Shell on Boston's Esplanade! Free Friday Flicks are a summertime tradition for New Englanders. People of all ages gather at the banks of the Charles River with their own chairs, blankets, and picnics to enjoy these FREE movies under the stars. WBZ's Ed Walsh welcomes these movie-goers each week to Free Friday Flicks.

WBZ partners with several fund-raising walks that occur in Boston throughout the year. (NSTAR's Walk for Children's Hospital Boston, Boston Heart Walk, Boston Arthritis Walk, Boston Diabetes Walk & Expo, etc.) WBZ provides PSA announcements on the air to encourage listeners to participate. WBZ's Diane Stern has served as emcee of the Boston Arthritis Walk to benefit the Arthritis Foundation for the past two years.

WBZ Radio personalities make personal appearances at community events on a regular basis. WBZ morning news anchor Deb Lawler made two appearances this year at programs targeted to teach young children to read. She was also the Master of Ceremonies for the Seacoast Boys and Girls Club.

WBZ talk show host Jordan Rich makes many personal appearances each year. Jordan Rich's personal appearances for 2007 include:

He was the Master of Ceremonies at the Temple Bethlehem Shalom cantonal concert event, the MC at the Civic Symphony Orchestra Concert in Dedham, Host of Cooking Demonstrations at the New England Flower show, On-Air auctioneer for the Local Foxboro Cable Organization. He was the Master of Ceremonies for the Deborah Winters Foundation, Life and Spirit awards to benefit breast cancer, the MC at the Annual Elizabeth Seton Award Ceremony, the MC/Auctioneer for the "Seas the Dream" fundraiser for social services agencies in the Metro West Area, and he was the guest performer at the Radio Classics Live Theatrical Radio Performances at Massasoit Community College.

WBZ Radio's Program Director, Peter Casey, is a director for local fundraising program that built and operates meal center in Lawrence, Massachusetts, which is the poorest community in the state. The fundraising campaign raised the funds for this meal center and in the first year of operation served 100,000 meals to the needy. He is also a member of the Board of Directors for the American Red Cross Blood Services – Massachusetts Region.

WBZ Radio's chief engineer, Mark Manuelian has a leadership role in planning and preparedness of the Emergency Alert System, nationally and statewide in Massachusetts.

He is Board Member of the Primary Entry Point Administrated Council (PEPAC) which works with FEMA and The Department of Homeland Security to maintain the existing system and develop new technologies and strategies for National Level warnings over the Emergency Alert System (EAS). The Committee works with the 35 Primary Entry Point stations to ensure they maintain the security and reliability of their facilities for service to the Primary Entry Point program. He chairs quarterly meetings with the PEP station representatives and representatives from FEMA/DHS. Supporting FEMA in handling key Broadcast Station in Hurricane Prone Areas. The project includes work with states emergency management in all states.

He is the Chair of the Massachusetts State Emergency Communications Committee (SECC) working with the radio and Television stations in the State and with the Massachusetts Emergency Management Agency to develop and maintain the state's Emergency Alert System. This includes encouraging the stations in the state to fully participate in the state plan and assisting them with their equipment installation, programming and operation.

He is the broadcast representative on the Massachusetts Amber Alert Committee. In this capacity he worked with State and local law enforcement to develop the plan, its implementation and ongoing review. He also tracks the performance of the EAS in delivering each AMBER alert and works with the broadcast stations and cable systems to resolve any issues. He participates in the annual AMBER conferences sponsored by the Department of Justice.

WODS

For 17 years, The Free Summer Concert Series has been the largest ongoing music festival of its kind. Every summer, Oldies 103.3 brings superstars of the format to the Hatch Memorial Shell, operated by the Massachusetts Department of Conservation and Recreation. In the past few years, The Beach Boys, Smokey Robinson, Gladys Knight, the Temptations, Frankie Valli, KC and the Sunshine Band and dozens more have graced the stage and entertained thousands of Bostonians for free.

Oldies 103.3 does its part to raise awareness of the local theatre district. The station is constantly promotion Boston stage productions by giving away tickets to shows ranging from Mamma Mia and the King and I to Les Misérables and Wicked. Occasionally, we target classrooms to participate in these contests as a way to promote teamwork and recognize the importance of culture and the arts with local students.

The Kids At Risk annual ticket auction is executed on-line with on-air promotional support. WODS is given an allotment of premium seats to some of the most coveted shows in town. The highest on-line bidder gets the tickets, and the proceeds send local kids to go camp the next summer.

Oldies 103.3 has been the radio sponsor of local events such as the Jimmy Fund Walk, benefiting children's cancer centers and Walk for Whispers, a fund raiser for the National Ovarian Cancer Coalition. An ongoing effort from WODS has been the Start U Reading program. The station travels throughout Massachusetts to promote literacy to young children by visiting local libraries with a special guest reader and a popular costume character. Through the first half of 2007, the WODS Start U Reading program has visited sixteen different communities. WODS has donated thousands of dollars worth of tickets and station merchandise to be used for local fundraising raffles and auctions.

Every year, Oldies 103.3 is the radio sponsor of a program that invites listeners to bring canned food to their local Showcase Cinema. In return, they get admission to a holiday classic film every Saturday for a month leading up to Christmas. Once again this year, Oldies 103.3 is working with the Massachusetts chapter of the Make a Wish foundation and hosting a two day radiothon encouraging listeners to donate and help grant wishes to terminally ill children in Boston. The 2006 event raised over \$600,000 in two days.

Other local charitable efforts of which WODS has been a major sponsor include the Diabetes Expo, the Greater Boston Food Bank, Arthritis Walk, American Heart Association Walk, among many others. For the first time in 2007, WODS was a co-sponsor of the Cradles to Crayons Backpack-a-thon. Ten thousand backpacks were filled with school supplies to be donated to needy children in the Greater Boston area.

WBCN

The “Boston Sunday Review” is a two-hour public affairs program that airs every Sunday, 7AM-9AM. There are a total of three segments that run 25 minutes each per show. This program covers issues that are of concern to people in the Boston area. Issues covered range from health, politics, environment, discrimination, media and many more. The host of The Review, Mat Schaffer, schedules guests to discuss issues of local importance each week. Mat Schaffer sends out a questionnaire once a year to community leaders and local audience to get an idea of what topics of interest should be discussed in his weekly program. He also accepts and reviews mailings, emails and faxes from interested individuals who have a topic of interest they would like to discuss on his show.

WBCN runs close to 100 scheduled spots per week dedicated to recorded Public Service Announcements. A great majority of these PSA’s cover issue-related topics. Topics include drinking & driving, domestic abuse, smoking, suicide, handgun violence plus many others. WBCN also runs a variety of PSA’s for charity events that the station participates in regularly.

WZLX

“Common Ground” is a two-hour public affairs program that airs every Sunday, 7AM-9AM , leading into the extremely popular Blues Show. Common Ground, hosted by Kimberley Jager, discusses local and national people and publications of interest to the local community. Topics discussed include education, health, environment, finance, psychology, current events plus many more.

WZLX airs 10-20 second Public Service Announcements on a regular rotating basis throughout every time slot. The total number of PSA’s is between 120-150 per week. These PSA’s publicize non-profit organizations and their fundraising events held throughout the Greater Boston Community.

The station also does a tremendous amount of “outside” broadcasts where ZLX is out in local communities with the people. Both the morning and the afternoon drive shows do 2 or 3 live broadcasts away from the station’ studios each month. The station frequently goes “out” to help the community. For example, the morning show, midday and afternoon jocks participate in the annual American Red Cross Blood Drive every January. They broadcast live from the event from 5:30am until 7pm encouraging listeners to come and donate blood.

The station never “voice tracks” its air shifts so there is always someone live, in the station, that’s capable of updating the audience on anything urgent.

CHARLOTTE

WNKS-FM

Soup On Sunday-January

Kiss partnered with the Hospice & Palliative Care Charlotte Region for the 8th Annual Soup on Sunday. Students of the Community Culinary School of Charlotte, in conjunction with local

restaurants, came together to sample their signature soups. All the proceeds go to Hospice & Palliative Care.

Jersey Mike's Coat Drive- January

Kiss and Jersey Mike's (a sandwich chain) joined forces in the month of January. We were in 30 Jersey Mike's locations in North and South Carolina collecting coats in order to donate to Crisis Assistance Ministry.

Auction of Love-February

Kiss 95.1's morning show, Ace & TJ, partnered with a local restaurant to put on a live bachelor and bachelorette auction to raise money for their charity, Ace & TJ's Grin Kids. Ace & TJ from the morning show hosted the event while other Kiss DJ's participated in the auction.

Bartender's Ball-February

Kiss 95.1 partnered with Elevate Magazine to promote Bartender's Ball, a charity event that brings Charlotte's corporate and service industry together for a night of dining, dancing, and cocktails. All proceeds benefited Kids First of the Carolinas.

Shamrock 4 mile run-March

Kiss partnered with Run for your life to host the Shamrock 4 mile run/walk. All proceeds benefited the Juvenile Diabetes Research Foundation.

St. Patrick's Parade& Shamrock and Roll Party-March

Kiss Participated in the 11th annual Uptown St. Patrick's Day parade and festival. We also teamed up with Rockhouse entertainment to host a St. Patrick's Day party at Dixie's Tavern.

Grin Kid's Benefit Run-April

Kiss supported the Ace & TJ's Grin Kid's Benefit Bike Run by setting up at various locations throughout the course providing water and entertainment. It ended with a performance from Charity Case at the Galway Hooker Pub. All proceeds benefited Ace & TJ's Grin Kids.

Gown Town-April

Kiss 95.1 and the Ace & TJ morning show joined together for the Ace & TJ's 8th Annual Gown Town. We transformed a vacant store in Northlake Mall to prom dress shop where High School students could come and pick out a FREE prom dress and accessories for Prom. It was created so that girls that normally would miss going to the prom because they couldn't afford a dress a chance to do so. Listeners donated thousands of dresses in order to make this event a success.

Taste of the Nation-April

Kiss participated in the 12th annual Charlotte Taste of the Nation. It is the nation's preeminent culinary benefit supporting anti-hunger and anti-poverty efforts. Taste of the Nation is part of the Share our Strength organization. Over 40,000 people were in attendance.

Purina 'Bark in the Park'-April

Kiss 95.1 participated in this festival which raised money for future off-leash dog parks and also contributed to animal adoption and rescue programs. The event raised over \$10,000 for the local humane societies of Charlotte.

Rockin with Ribbons-April

Kiss 95.1 teamed up with Elevate magazine for the Rockin with Ribbons event that raised money for the Susan G Komen- For the Cure foundation. Over 600 people enjoyed live music, silent auction, and free buffet.

Juvenile Diabetes Research Foundation Walk to Cure Diabetes-April

Kiss sponsored the walk at Carowinds. There were over 5,000 walkers who attended the event on April 21st, and they raised over 1 million dollars for JDRF. Kiss gained TV exposure and billboard exposure from the JDRF promoting the event throughout the community.

YMCA Healthy Kids Day-April

Kiss participated in the Arisley Town YMCA's Healthy Kids Day; a free, fun-filled day of activities designed to promote healthy kids and families in spirit, mind, and body.

GBS 5k/Miracle Mile- May

Kiss sponsored the GBS 5k/miracle Mile at South Park Mall on May 12, 2007. All proceeds benefited the Guillain-Barre Foundation.

Relay for Life-May

Kiss was the exclusive partner for this event held at E.E. Wadell High School. The school sponsored the event in order to raise money for the American Cancer Society.

Vance High School-May

Kiss held a Yearbook Signing for Vance High School that included music and giveaways.

Twilight 5k-May

Kiss and K 104.7 partnered with Right Moves for Youth to gain exposure and awareness for the Twilight 5K Road Race and Walk in order to raise money for the funding of Right Moves for Youth to provide motivation for its club members in grades 3-12 succeed in school, improve their quality of life, and become responsible members of society.

Cinco De Mayo Festival-May

Kiss 95.1 partnered with Elevate magazine to host a Cinco de Mayo party at City Tavern. The event featured a fashion show and live performances. A portion of the proceeds went to Kids First of the Carolinas.

Rivergate-May

Kiss 95.1 hosted, along with the Charlotte Meck Fire Department and Project Halo, a family fun day at the grand opening of Rivergate shopping center. The day included free face painting, balloon sculpting, inflatable games, and a magician.

Great Harvest 5k-May

Kiss teamed up with Run for Your Life to present the Great Harvest 5k. All proceeds benefited the Parkinson Association of the Carolinas.

Taste of Charlotte-May

Kiss was on site all day on June 2nd for the Uptown event which provides a variety of foods in a family friendly atmosphere, blending culture and entertainment to promote the businesses that support or represent Charlotte and the surrounding areas.

Charlotte's Cocktail Soiree-May

Kiss 95.1 partnered with Elevate magazine to host Charlotte's only cocktail soiree at Hearst towers. A portion of the proceeds went to Kids First of the Carolinas.

Soccer Jam-June

Kiss 95.1 and K 104.7 hosted the 2nd Annual soccer jam with the local soccer team, The Charlotte Eagles. This event gave children the chance to interact and learn soccer drills from the professional players, and then they were invited to stay with their families and watch the Charlotte Eagles play a soccer game.

Grin Kids Race-June

Kiss 95.1 & the Ace & TJ morning show put on the Grin Kids 5K Race every year in order to raise funds to send the Grin Kids on a trip to Disney World.

Taste of Charlotte-June

Kiss 95.1 was a radio sponsor for Taste of Charlotte, the area's largest 3 day food festival. The event had 32 restaurants that participated, creating an array of samples, in addition to live entertainment and kids activities. Proceeds benefited several local charities including Project HALO and the Charlotte Jaycees.

Tri Latta Triathlon-June

Kiss partnered with run for your life to present the Tri Latta Triathlon 2 day event. All proceeds benefited the YMCA's Community outreach campaign.

Dogs Walk 2007-June

Kiss 95.1 was a radio sponsor for the American Cancer Society 2007 Dogs Walk event. The event was a non-competitive dog walk-a-thon to raise money for the fight against human and animal cancers.

White Party-June

Kiss 95.1 partnered with Elevate magazine to host "A Night in White" at the Hearst tower. The party included a fashion show. A portion of the proceeds benefited Kids First of the Carolinas.

Booty Benefit 2007-June

Kiss 95.1 was the exclusive radio sponsor for the 2007 Booty Benefit concert at the Neighborhood theatre. Headlining the event was Weekend Excursion. All proceeds went to the Lance Armstrong Foundation.

Summer Breeze 5k-June

Kiss partnered with Run for Your Life to present the Smoothie King Summer Breeze 5k. All proceeds went to the adaptive sports and adventures program at Carolina medical center.

School Tools-August

Kiss 95.1 was the exclusive media sponsor for the WSOC-TV School Tools Campaign. We hosted media day collections at each of the 9 family focus partners locations (Golden Coral, Food Lion, Bank of Granite) We were also on-site at the Hickory Crawdads, Charlotte Knights, and Kannapolis Intimidators baseball game collection nights. Kiss concluded our sponsorship efforts with the all day "Last Day Push" event at WSOC-TV. Ace & TJ were on-site along with our full promotions set-up. All supplies and monetary donations were given to Classroom Central and Communities in Schools in efforts to supply children with school supplies.

Hometown Heroes-August

Kiss teamed up with Keffer Hyundai to award 4 hometown heroes with 1 year car leases. Listeners submitted essays to nominate their hometown hero. The 4 winners were announced at a special event honoring all of the nominees.

2nd String Santa-August

Kiss 95.1 was the exclusive radio sponsor for the 2nd String Santa Summer Bash held at Morehead Street Tavern. School supplies were collected at the door for admission. All donations were given to classroom central, a non profit organization that allows teachers to get free school supplies for their classrooms.

"Kicking With Izzy"-August

Kiss participated in the Kicking with Izzy benefit soccer game hosted by the Winthrop University Men's Soccer Team. Proceeds from the game benefited the Isabel Jurado Foundation, a foundation to help fund research and family assistance for those children with Sanfilippo Syndrome.

Hollywood Party-June

Kiss 95.1 partnered with Elevate magazine to host the Hollywood Red Carpet Extravaganza party at the Hearst tower. A portion of the proceeds benefited Kids First of the Carolinas.

School& Colleges-year round

Kiss 95.1 has participated in numerous Career Fairs, Pep Rallies, Graduations, Yearbook signings, and High School Football games local K-12 schools and colleges.

WKQC

Soup on Sunday

K 104.7 was an official media sponsor for this event which was held on January 28th, 2007 at the Citizens Center, on the main campus of Central Piedmont Community College. Students of the Community Culinary School of Charlotte, in conjunction with over 30 local restaurants, came together to provide soup samples for the community. All proceeds went to benefit Hospice of Charlotte.

Love Seats

This year, K 104.5 sponsored the Safe Kids Charlotte Mecklenburg Annual Child Passenger Safety Clinic. Two-hundred fifty-nine (259) children and child safety seats were inspected for proper fit. Of the 259, only 19 arrived properly installed, which is a 93% startling misuse rate. Approximately 70 new seats were given to those who arrived in unsafe seats or no safety seat at

all. Spanish interpreters were on hand to assist the Child Passenger Safety Technicians with Spanish speaking participants.

Shamrock 4 Mile Run

K 104.7 lended a helping hand to Carolinas Medical Center in sponsoring the Shamrock 4 Miler. This event was designed to raise awareness, and funds for juvenile diabetes research. Events included the 4 miler, 1 mile fun run/walk, and the leprechaun tot trot. Proceeds from this event went to support Juvenile Diabetes Research Foundation International.

St. Patrick's Day Parade

K participated in the 11th annual St. Patty's Day parade this year, held in uptown Charlotte. Kozmo was also on the scene, giving away festive beads and buttons to bystanders.

Chick-Fil-A Daycare Deliveries

During the month of March, K 104.7 partnered with Chick-Fil-A to reward local area daycares with breakfast. Kozmo joined in to entertain the children and take pictures with the kids!

Breakfast with the Easter Bunny

K104.7 listeners and their children were served a scrumptious breakfast, while the Easter bunny visited each table, and took pictures with the children.

Hero's Day

WKQC participated in this event which honored local heroes. Among those honored were local law enforcement officers, medics, and fire fighters. This event was held at Charlotte Bobcats Arena.

Matthews Easter Egg Hunt

K 104.7 sponsored this fun day in the park held on March 31st, where over 800 were in attendance. Along with the Easter egg hunt, parents and their children got to dance, enjoy sing-alongs, fun games, and free food provided by Hungry Howie's pizza and Breyers ice cream. Guests were also able to take pictures with the Easter bunny, and get a balloon animal made by a clown. K's mascot, Kozmo was also on the scene, dancing and taking pictures with children. The event was cmceed by WKQC on-air talent Scarlet C.

Daniel Stowe Botanical Gardens

Daniel Stowe Botanical Garden and K104.7 partnered once again for the 2nd Annual Summer Concert Series. The events were held on Memorial Day, Independence Day, and Labor Day and hosted 1,000-2,000 people per event. Events included dance competitions, a tribute to veterans, fireworks show, a kids area with Kozmo (WKQC's mascot), and hula girls!

Taste of Charlotte

The three day festival was held in downtown Charlotte and featured restaurants and local business who sampled their signature dishes. K 104.7 and Kiss 95.1 were sponsors.

American Cancer Society Dog Walk

K 104.7 and the American Cancer Society joined forces to promote the Dogswalk Against Cancer 2007, a non-competitive walk-a-thon that raises awareness and funds for the fight against human and animal cancers. The event was held on Saturday, June 9 at Metropaws in Southend

and continued to the Canine Café. All money raised online Benefited Relay For Life of Mecklenburg County.

D.E.A.R Day

K 104.7's Derek James and T. Edward Benson participated in 2007's Drop Everything and Read day held at the Bobcats Arena on June 14, 2007. More than 3,000 people attended the main event. Attendees enjoyed snacks and heard stories from basketball players and K 104.7's DJs.

Summer Movie Magic

Consolidated Theatres on Rea Rd. provided free movies for Kids on every Thursday morning at 10AM. K104.7 was onsite to play games and give away coloring sheets and crayons to the kids in attendance.

2nd Annual Soccer Jam

Kiss 95.1 and K 104.7 created the 1st Annual soccer jam with the local soccer team The Charlotte Eagles. This event gave children the chance to interact and learn soccer drills from the professional players and then they were invited to stay with their families and watch the Charlotte Eagles play a soccer game.

Birkdale Village 4th of July Parade

Events were held at Birkdale Village in Huntersville, NC. Festivities included live music, pet decorating, pet parade and fireworks. Kozmo was on site to take pictures with kids and hand out crayons.

Town of Harrisburg 4th of July Festival

WKQC promoted and participated in the Harrisburg 4th of July Festival and Parade.

Queens Landing Firework Show

K104.7 and Kiss 95.1 joined Queens Landing in Mooresville NC for live music and the largest fireworks display over Lake Norman. Our staff handed out patriotic tattoos to listeners.

Harry Potter On-Sale

K 104.7 and Kiss 95.1 were the official sponsors for the midnight on-sale of the last Harry Potter book! Onsite festivities included a costume contest, wand making station, and other cool family activities. WNKS and WKQC jocks were on site during the event!

National Night Out

K 104.7 joined in to give thanks back to local heroes at "National Night Out" held on August 7th 2007 at Sharon Road Elementary School. Local firefighters and police officers were on hand to meet the public. Kozmo also made an appearance.

Charlotte Literary Festival

K104.7 along with Kiss 95.1 sponsored the 2nd annual Charlotte Literary Festival held August 11th and 12th at Marshall Park and The Blake Hotel. The mission of the festival was to foster an atmosphere of unity, awareness, and growth, through literature, art and culture. The festival included live music, local art, workshops and appearances from local and national literary figures.

Safe Kids/Regal Cinemas Free Family Films Day

K 104.7 partnered with Safe Kids for a free car safety seat check at Regal Cinemas during their free family film day. Spanish interpreters were on hand to assist the Child Passenger Safety Technicians with Spanish speaking participants.

YMCA Road Race

K 104.7 supported the Gary Kruegar Memorial Road Race that took place at the James J. Harris YMCA on August 18th, 2007.

Autism Walks Brunch

K104.7, V101.9, Kiss 95.1 and WSOC teamed up to help sponsor the Autism Walk held at Lowes Motor Speedway in October. A brunch was held in Concord to kick-off the fundraising festivities. The money raised for the walk will be donated to Autism Speaks and organization dedicated to research for the cure of autism.

“Kicking with Izzy”

K 104.7 and Kiss 95.1 Partnered with Winthrop University and the Isabel Jurado Foundation to promote “Kicking with Izzy”, a charity soccer game. The game was free to the public and all proceeds benefit the Isabel Jurado Foundation to fund research and assistance to families with children who have Sanfilippo Syndrome.

JDRF Walk

K 104.7 and Kiss 95.1 teamed up with Carowinds as an official media sponsor for the Walk to Cure Diabetes. This family-friendly event included plenty of food, entertainment, and children's activities. Walkers even raised funds by creating Walk Web pages. Proceeds from the walk went toward type 1 diabetes research.

2007 Harris Teeter/Purina “Bark in the Park”

WKQC and WNKS were major sponsors of this festival which raised money for future off-leash dog parks, and also contributed to animal adoption and rescue programs. The event was held on April 28, 2007, at Davie Dog Park and raise money for the local humane societies of Charlotte. Contests of the day included the top dog photo contest, best bark, smallest dog, largest dog, best trick, longest jump, and pet and owner look alike contest.

Taste of the Nation

K 104.7 along with Kiss 95.1 teamed up with others for his charitable event, where ticket proceeds went to end hunger. Guests of this event got to participate in a silent auction, and enjoy a vast variety of food and drink, provided by local businesses. Guests were also entertained by live musicians.

Run For Your Life

We participated in various races including Mamma Ricotta's, Pace Race, Latta Triathlon, Thunder Road/ Reindeer Romp, Smoothie King Summer Breeze 5K, Great Harvest Bread Co 5K, Yiasou Greek Festival 5K, Hit the Brixx 10K/5K, and Run for your Life Race throughout the year.

Christmas in July Kozmo Street Hits

K 104.7 helped the community cool down during the hot summer month of July by providing listeners with a cool treat from Breyers! We also took Breyers ice cream into offices and provided workers with a “cool break” from their busy workday!

Office of the Week

Each week, a K listener who has registered on our web-site, is awarded free lunch for them and their co-workers. The meal and cool prizes are delivered to their office by K staff members and On-air talent Derek James.

Celebrate Rivergate

CBS Celebrates RiverGate! This celebration of the Grand Opening of RiverGate Shopping Center, held on Saturday May 5, 2007, was filled with FREE fun for the whole family! The day included face painting, balloon sculpting, inflatable games, and a trackless train! Crowds won cash and other prizes in the “Win Tunnel”, got safety tips from the Charlotte Mecklenburg Fire Department, and adopted pets from Project HALO, a non-profit, NO-KILL rescue organization! K104.7, Kiss 95.1, and V101.9 were all sponsors.

Chick-Fil-A “Cop On Top”

K104.7 and Chick-Fil-A joined partnered to promote “COP ON TOP,” a fundraiser that supports the NC Special Olympics. T. Edward Benson was also on site to make announcement and talk to listeners.

Lake Norman Regatta and Gala

K 104.7 proudly supported this event where people set sail in honor/memory of a friend or loved one. The Lake Norman Regatta was hosted by the Lake Norman Yacht Club and the Auction took place on Friday June 1st at the Lake Club at The Point Lake & Golf. Wayne Landers emceed the event and all proceeds went to benefit the local Hospice organization.

Charlotte Checkers “Pink in the Rink”

K 104.7 and the Charlotte Checkers joined forces in the fight against breast cancer January 11th 2007 by sponsoring the “Pink in the Rink” game at the Charlotte Bobcats Arena. The first 2,000 fans received team posters and proceeds benefited local breast cancer research.

Chef’s Best Dinner

K 104.7 and morning host Derek James promoted the 18th annual Chef’s Best Dinner March 26th 2007 at Founders Hall where Charlotte’s finest chefs volunteer their time to prepare a gourmet meal to raise awareness and funds for a community food rescue.

Twilight 5K

WKQC and the Wake Forest MBA presented the 11th Annual Twilight FK Friday May 11th at the Wachovia Atrium. All proceeds benefited the “Right Moves for Youth”.

Paws for the Cause

K104.7 proudly supported Paws for a Cause held at the Canine Café uptown on June 24th 2007. Our staff passed out dog ice cream provided by Breyers. All proceeds went to benefit Carolina Breast Friends.

Alzheimer's Association Memory Walk

K 104.7 proudly promoted this signature event that raises awareness and funds to help those currently living with Alzheimer's. The Memory walk is a noncompetitive walk and event for families, coworkers, and friends of all ages.

WSOC-FM

Following is a representative list of WSOC-FM Community Service Projects during 2007:

January: January 19, 2007: Charlotte Checkers Hockey Team WSOC-FM helped raise over 13,000 for the Victory Junction Gang Camp for Kids.

February: WSOC-FM partnered with our local Loaves and Fishes organization and helped them collect food and funds for their organization by conducting a LIVE remote at Harris Teeter from 11a.m.-1p.m.

March: partnered with the Mecklenburg Sheriff's Office to help Salute our Local Heroes a Charlotte checkers hockey game. We helped promote the event and the charity raised over 5,000.

April: WSOC-FM partnered with our local Panera Bread Company to help promote awareness and raise money for our local Prevent Child Abuse Foundation.

We also partnered with area Bi-Lo grocery Stores for their Annual "Bi-Lo Operation Goody Bag" Drive, in which WSOC-FM helped Bi-Lo collect over 5 tons of food, which benefited the Second Harvest Food Bank of Metrolina.

WSOC-FM also partnered with Juvenile Diabetes Research Foundation for their 8th annual JDRF Walk to Cure Diabetes. Our Morning Host, Rob Tanner was the celebrity emcee for the event as well.

WSOC-FM was the sponsor for the Bobby Labonte Auction/Dinner that helped raise money for the Bobby Labonte Foundation that helps children with life-threatening illnesses.

May: WSOC-FM was once again chosen as the official sponsor and presenting Media partner to participate in the Harris Teeter Race Fest held on May 19th at the Charlotte Knights Stadium, in Rock Hill, SC. This event featured an autograph session with NASCAR Busch Series and Winston Cup Series Drivers, a silent auction featuring lots of sheet metal and autographed NASCAR memorabilia. The event benefited Motor Racing Outreach and raised over \$450,000.

June: We partnered with our local Cancer Society and participated in the Dogswalk Against Cancer event in which we helped the organization raise over 23,000 by promoting their walk event.

August: WSOC-FM partnered with area Charlotte-Mecklenburg Humane Society and conducted a Poker Run that raised over \$250,000 to help unwanted animals in the community.

October: Walk for Autism. WSOC-FM will once again partner with the local Autism Foundation to help promote and raise money for our local chapter

November/December: WSOC-FM partnered and supported National Readers Day. Several on-air personalities took time out of their schedules to read to students at the Balls Creek Elementary School in Newton, NC.

WSOC-FM partnered with WBTV Channel 3 and the Salvation Army for the Salvation Army's annual Adopt an Angel, Paper Angel Tree Program. The program was a huge success, and the Salvation Army was able to reach their goal of helping over 20,000 children this year for Christmas.

WSOC-FM also devoted its time and talent to the following causes:

- 2006 Leukemia Lymphoma Society – Fund raising campaign \$ 5,625.00
- 2006 Leukemia Lymphoma Society – Fund raising campaign \$ 7,051.00
- 2006 Muscular Dystrophy – Fund raising campaign 1,443.00
- 2006 Children's Hospital Silent Auction - \$250.00
- United Way Campaign – Fund raising campaign

WSOC-FM has also provided publicity and support for many other organizations benefiting disadvantaged children such as Make A Wish and The Victory Junction Gang Camp.

In addition the station provides publicity for local clubs, churches and public service agencies, ranging from church barbecues to volunteer fire department fund raisers, with public service announcements.

WSOC-FM has also hosted several private shows featuring nationally known talent to raise money for local charities.

WFNZ

WFNZ devoted its time and talent to the following causes:

- 2006 Children's Hospital Silent Auction - \$250.00
- United Way Campaign – Fund raising campaign
- 15 Annual Charity Golf Tournaments
- Dell Curry Foundation
- Annual Shriners fund raiser
- Street Turkeys Event raising funds and food for local food banks
- 911 Bowling Alley
- Jam Pack Local Sporting Events
- Wachovia PGA Golf Event

Make-A-Wish Foundation's 12 Days of Christmas Campaign

WPEG

WPEG has served its community with over 3.5 million dollars in donations, partnerships, and sponsorships over the past 10 years. In just this past year alone, WPEG has been a part of the following:

Each Wednesday throughout the academic school year No Limit Larry & The Morning Maddhouse is Reading Day. Each Wednesday The Maddhouse visits a pre-school, elementary or middle school in the Charlotte Metropolitan Area.

Power 98's full-time & part-time on-air personalities and promotion staff dedicates hundreds of hours to positive community events. Our staff promotes and participates in more than 100 community events annually that endorse education, literacy, substance abuse awareness & non-violence.

Each Thursday @ 7:50 am No Limit Larry & The Morning Maddhouse dedicates the airwaves to The Community Calendar. The Community Calendar gives non-profit organizations in The Charlotte Metropolitan Area free time to promote the mission of its organization and an opportunity to inform the community of upcoming free events.

June: The Salvation Army of Charlotte needed to raise \$100,000 to open the temporary Men's Shelter to help house the homeless women and children of Charlotte because their largest facility on 532 Spratt Street was over capacity. Power 98's No Limit Larry & The Morning Maddhouse held a 28-hour radio-thon and raised more than \$31,000 to help open the facility.

August: Over the past 2 years Power 98 has helped to raise more than \$50,000 for The Salvation Army to benefit the homeless, The Girls & Boys Clubs of Charlotte & the victims of Hurricane Katrina.

October – March: Each Fall & Winter No Limit Larry & The Morning Maddhouse conducts The No Limit Larry & The Morning Maddhouse College Tour. The free tour is conducted at Johnson C. Smith, Wingate University, UNC-Charlotte & Winthrop. Each stop is centered on HIV/AIDS awareness.

November/December: Each Christmas Power 98 dedicates the airwaves to our largest annual charitable promotion, "A Child Is Waiting." Power 98 dedicates three weeks to soliciting our listeners to provide Christmas presents to 75 orphans and foster kids of Another Choice Adoption Agency & Youth Homes.

WBAV-FM

WBAV-FM prides itself on being the voice for the African American community. As such, the station has been involved in numerous efforts to affect the community in a positive manner:

Community Responsive Programming - In addition to the partnerships, WBAV-FM uses its public affairs programming to provide even more access to the community and organizations to aid them in getting their message across to the public.

WBAV-FM provided a full day remote at University Baptist Church in Charlotte, soliciting supplies for the religious organization to take to Ghana, Africa. The church is supporting a

medical clinic and a school in that nation. Listeners responded with toiletries, as well as medical supplies.

Men's Emergency Winter Shelter Drive—resulted in the temporary shelter (which houses more than 100 men nightly November –March) collecting over \$2,000 for assistance, in addition to clothing, toiletries & operation supplies from the public.

February: The Winter Coat Drive spearheaded by on air talent Chirl Girl—provides coats, toiletries, etc. to homeless men. It also resulted in more than \$8,000.00 raised for the shelter in less than six hours in 2003.

March: Susan G. Komen Race for the Cure--- Annual Breast Cancer Awareness community effort. WBAV collaborates with the American Cancer Society for the race.

May: HIV/AIDS Awareness Campaign—News & Public Affairs director Beatrice Thompson has spearheaded efforts between WBAV-FM and the Regional HIV/AIDS Network that includes the local faith organizations (R.A.I.N.) to provide airtime for public service announcements, talk show topics and as a clearinghouse for information to the public.

June: Omega Psi Phi Fraternity Blood Drive (resulted in one of the most successful campaigns in the African-American Community for the Community Blood Center). Beatrice Thompson called in with requests for the community to come out and donate blood.

Second Harvest Metrolina Food Bank – provided a Food Bank drop-off point at the station and assisted in collecting close to \$1,000.00 for the “100 Drives in June for Second Harvest Food Bank.”

July: Family Cultural Appreciation Day @ the Afro-American Cultural Center. The event brought out several hundred participants in support of the Center & its initiatives.

Nov/Dec: Each Christmas V101.9 dedicates the airwaves to our largest annual charitable promotion, “A Child Is Waiting.” V101.9 dedicates three weeks to soliciting our listeners to provide Christmas presents to 75 orphans and foster kids of Another Choice Adoption Agency & Youth Homes.

December: A Place for Hope—Rock Hill, S.C. Community Center. WBAV & listeners collected more than \$500.00 & provided toys, shoes & bikes for children in the low-income community.

CHICAGO

WBBM

WBBM Newsradio 780 embarks on its 12th year of the “Good Neighbor Radiothon” to benefit the Chicago Anti-Hunger Federation (CAHF). Every December, WBBM breaks format to broadcast live for 19 hours with the goal of soliciting donations. Our efforts provide “CAHF” with well over \$100,000 in listener donations that are applied to the direct purchase of food as opposed to administration efforts. CAHF is a reputable institution, feeding more than 1.6 million Chicagoans annually. This year, WBBM morning drive co-anchor Pat Cassidy will “host” the

event exclusively; but will be joined throughout the day by WBBM anchors and reporters.

As a supplement to the Good Neighbor Radiothon and in an effort to help raise additional funds for CAHF, WBBM has also been an in-kind promotional donor the last three (3) years for the WBBM/CAHF Swing Fore Hunger Charity Golf Outing. WBBM provides promotional support both on-air and online in addition to providing the services of Morning Drive Co-Anchor Pat Cassidy at the outing.

WBBM along with the entire CBS Radio group supports the Annual Walk for PKD. Polycystic Kidney Disease is one of the most common, life-threatening genetic diseases – affecting more than 12.5 million people worldwide. Each station takes sponsorship ownership by donating a significant amount of airtime and website exposure to help with event registration and overall awareness of PKD, well over and above that of a typical PSA schedule.

In 2006, WBBM joined forces as a promotional voice for Mercy Home for Boys and Girls, a long term residential home for troubled and hurting young men and women, ages 11 to 21. Mercy Home provides a safe home and helps the children to realize their full potential through round-the-clock care and support, therapy, tutoring and mentoring. Mercy Home is 98% privately funded and has been cited as an exemplary residential care agency in the State of Illinois by the Department of Child and Family Services licensing offices.

In 2006, we provided in-kind sponsorship services to help promote “Ringside for Mercy’s Sake” – their 15th Annual Boxing Classic and biggest fundraiser of the year – generating \$854,000 last year for the Home.

In May of 2007, WBBM-AM provided in-kind sponsorship services to help promote “The Leader Council of Mercy Home for Boys and Girls”. An annual Graduate’s Luncheon celebrating the students graduating by highlighting their accomplishments at a sold out room of prestigious leaders from the Chicagoland Community. This year, Hillary Rodham Clinton was the key note speaker. This event generated \$381,000 in donations.

Since 2003, WBBM has been a major in-kind donor and partner to Chicago House. Chicago House serves families and individual who never had homes, jobs, or the support of their families, even before being diagnosed with AIDS. The disease now impacts people who are dealing with homelessness, mental illness, substance abuse, and generational cycles of extreme poverty. While new treatments allow people with HIV to live longer and healthier lives, Chicago House still relies upon the compassion and concern of the community to bring stability and hope to the people they service. WBBM is proud to be able to contribute our promotional support, by providing promotional announcements both on-air and online for the following four (4) major Chicago House events.

- Chicago House Spring Brunch and Fashion Show – Harold Washington Library
- Birdhouse Auction and Cocktail Party - Museum of Contemporary Art
- The Chicago House World Tour – Renaissance Hotel
- Champagne Rapture – the James Hotel

WBBM (AM) hosts "Chicago Business Leaders Breakfasts," which are a primary fund-raising program for the Greater Chicagoland Chamber of Commerce.

WBBM (AM) is on-site at neighborhood festivals in the Chicago area almost every week during the summer festival season. Our participation helps to promote the diversity of Chicagoland's different neighborhoods.

WSCR

WSCR promotes and participates in, via on-air broadcasts and promotional mentions:

- The United Way of Will County with The Tom Dreesen Celebrity Invitational
- The Support Group of Chicago with The Support Group's Celebrity Golf Outing and Celebrity Softball Tournament.

We donate a multitude of items to various charities and organizations in the Chicagoland area. Donations stem from autographed Chicago White Sox Memorabilia to VIP tours of the radio station.

WUSN

WUSN conducts a radiothon for St Jude's Children's cancer research each year during the weekend before Christmas and in 2006, raised over \$2.12 million in pledges, the largest amount in the radiothon's history.

WUSN also collects "Coats for Kids," conducts food drives for the Chicago food depository, and holds concerts to benefit St. Jude's Children's Research Hospital. WUSN also ran a month long campaign during March to support Mercy Home for Boy and Girls "Shamrocks For Kids" program and was the radio sponsor of the March of Dimes WalkAmerica Event. WUSN also donated VIP concert packages to be auctioned off at fund-raisers for the American Cancer Society and PAWS. WUSN is the radio sponsor of the 2007 Chicago Lymphomathon.

CLEVELAND

WKRK-FM (formerly WKRI)

WKRK-FM participates in many community events including the WAGS 4 Kids (WAGS stands for Working Animals Giving Service 4 Kids), the American Red Cross, The Greater Cleveland AIDS Walk, Toys For Tots and other local schools and charities. They will also partner with WNCX on select events. The station raises awareness by airing hundreds of on air messages for these good causes.

October 2006 WKRI was the media sponsor for the Greater Cleveland AIDS Walk. Program Director Dominic Nardella served as the MC for the day's events, which included an appearance by Cleveland Mayor Frank Jackson.

In November of 2006, WKRI held a Toys For Tots "Stuff The Studio" drive in conjunction with

the U.S. Marine Corps. Despite record snowfall in the Downtown Cleveland area that day, WKRI collected 5 bins of toys and over \$1000 in cash donations.

May 19, 2007 WKRI hosted the National Spring Cornhole Championship with WAGS 4 Kids. Following is a note the station received shortly after the event from Wendy Nelson, WAGS 4 Kids Director: *"Sam is a regular guy, married, four kids, lives in Streetsboro.... His oldest son, Connor, who is nine, has a rare chromosomal disorder. Two years ago Sam spent thousands of dollars trying to find a companion animal for his son. He worked with a self-proclaimed trainer, the dog that was delivered was "unsuitable" and after months of trying to retrain and acclimate this animal into their family, with three little kids crying.... they had to give the dog away.*

Sam heard about WAGS 4 KIDS on your station last December. The family applied, and Saturday at the Cornhole event, I was able to tell Sam a little about the dog named Teddy, that will soon be ready for his son Connor...for free." WKRI continues to partner with WAGS 4 Kids throughout the year on several very successful events.

On June 28, 2007 WKRI participated in a blood drive for the American Red Cross. The expected goal set by the Red Cross was 100 pints of blood. WKRI listeners donated 267 pints, far exceeding the American Red Cross' expectations. The American Red Cross "efficiency rating" is calculated on results compared to goal. While a rating of 100 would be ideal, WKRI's rating was an exceptional 134.2. Karen Kelley of the American Red Cross stated "Frankly, if it had been much higher, we would not have been able to provide good customer service to those who came to donate blood." The other amazing statistic is that WKRI pulled in a number of lapsed donors and, an astonishing 40% of the participants were comprised of first-time donors.

WNCX

WNCX is deeply rooted in the Greater Cleveland community and raises thousands of dollars every year for charities in northeast Ohio and raises awareness by airing hundreds of on-air messages about these causes. Many of these events have become annual affairs and a vital part of the charities financial plan. Most noteworthy is the annual Trans-Siberian Orchestra concert series that benefits the St. Augustine Hunger Center. This huge event raised \$40,000 last year.

WNCX also raised over \$30,000 recently for the family of a Cleveland Police officer who was killed in the line of duty, leaving a wife and two young children behind. Our Radiothon allowed the community to donate money to help the family.

The "Bloodsuckers Ball" happens every April at tax time. This event benefits the American Red Cross and raises blood, cash donations and merchandise. The most recent blood drive netted over 150 pints of much needed blood.

Our largest fundraising effort was for the local chapter of Cystic Fibrosis foundation. A walkathon raised \$84,000. WNCX participates in many other community and charitable events throughout the year that are documented in its Public File. They include the Susan Komen Breast Cancer Foundation, March of Dimes, Coats for Kids, The Salvation Army, Cleveland

Food Bank, The ALS Foundation, and others. The total dollars raised by WNCX in partnership with various local charities exceeded \$250,000 in the past year.

WNCX and WKRI announcers, management and employees all make numerous appearances at these and other community events and meetings. The Cleveland Public schools are in financial crisis and station management has been attending special meetings with the Mayor of Cleveland and the Cleveland School Board executives to provide support and advice on this critical matter.

WDOK

WDOK regularly partners with non-profit organizations such as Providence House, MADD, The Salvation Army, America/Cleveland Scores, Ronald McDonald House Charities, The Hunger Network of Greater Cleveland, The American Red Cross, and more.

WDOK recently auctioned tickets to a concert to raise money for Red Cross Disaster relief. Thousands of dollars were generated to help the recent victims of Hurricanes.

WDOK's Cleveland Connection program highlights weekly the efforts of the communities across northern Ohio in their charitable efforts.

WDOK's web site is a popular link to the local animal protective league, Susan G. Komen Foundation for breast cancer research, St Malachi Church, Providence House, The Salvation Army, and more.

DALLAS

KMVK

Each year, KMVK supports the AIDS Arms Life Walk to heighten awareness about HIV/AIDS and raise funds to service their 1,600 clients annually. In the past year, KMVK helped raise more than \$290,000.

KMVK actively and consistently provides airtime, web exposure and on site support for the American Diabetes Association, the Juvenile Diabetes Research Foundation, The City Arts Celebration benefiting the City of Dallas Cultural Affairs, The Colleyville National Charity League, The American Lung Association, The American Heart Association at various art festivals throughout the Dallas area.

KMVK supported the Cystic Fibrosis Foundation by promoting their "Uptown Pub Crawl" event through PSAs, website coverage, and on-site support.

KMVK continues to provide airtime, mass emails, web exposure and on site support for the City of Dallas Parks and Recreation Department, AIDS Arms Life Walk, The North Texas Food Bank, The American Lung Association, The American Heart Association and various local art festivals.

KRLD

KRLD has a proud history of supporting local charities and community organizations, the arts and economic development efforts. In 1993, KRLD received the NAB's Crystal Award, which is presented to one station across the nation each year in recognition of its community service efforts. More recently, The Texas Association of Broadcasters (TAB) recognized KRLD with the Bonner McLane Public Service Award, which celebrates the outstanding community service done annually by Texas radio and television stations, on Thursday, August 9, 2007.

Here are just a few of the highlights of KRLD's involvement:

- KRLD provides ongoing support to the Volunteer Center of North Texas, by airing daily announcements highlighting volunteer opportunities throughout Dallas/Fort Worth and encouraging people to use their time and skills to help others. Each year, KRLD donates more than \$100,000 in airtime to the Center.
- KRLD provides speakers at no charge for school, community, civic and professional groups. Our presentation is approximately 15 to 20 minutes, and our staff can address a variety of topics to suite each groups needs and interests, including: A behind-the-scenes looks at the news business, tales from the locker room and other sports anecdotes and the importance of community service.
- KRLD partners with the American Heart Association in both the spring and the fall each year for its "Go Red for Women" campaign and local Heart Walk activities. In 2007, KRLD provided public service announcements, email blasts, and website support for both the Dallas and Tarrant County Go Red for Women luncheons taking place between February and April.
- As in past years, the Vogel Alcove Childcare Center for the Homeless turned to KRLD to support its annual fundraising event... which in April of 2007, was a benefit performance by Grammy Award-winning Kenny Loggins. KRLD gave away tickets to the event on-air to increase awareness, ran public service announcements, gave the concert website and e-blast support.
- Every March, KRLD supports the North Texas Irish Festival, benefiting Southwest Celtic Music Association, a 501(c)(3) organization based in Dallas. This is the largest gathering of the Irish in the southwest and takes place over a three-day period at Fair Park in Dallas. KRLD was onsite all three days and pre-promoted the event through on-air promos, website support and e-blast inclusion.
- KRLD participated in Stephanie's Day at Northpark Centre in June. Representatives from approximately 20 non-profit organizations, support groups and other agencies were be on hand to educate parents on the resources available locally for families with special needs children. In addition, a variety of free entertainment and activities such as puppet shows, live music, clowns, face painting and more were available for children. KRLD promoted this event through PSA's, community affairs show, e-mail blasts, website coverage. "Stephanie's Day" was presented by the Autism Treatment Center.

- The week of July 23, 2007, KRLD held a “Pennies for Pets” drive, which benefited Operation Kindness – the oldest and largest no-kill animal shelter in North Texas. Each day that week, KRLD broadcast its midday talk show from 10 a.m. to 3 p.m. at a different location to solicit donations for the charity. The station also collected items to “sell” at each of the appearances, with all funds going directly to benefit abused and neglected dogs and cats. Over the course of the week, more than \$6,000 was raised. KRLD also airs a weekly feature on Tuesdays spotlighting an Operation Kindness “Pet of the Week.” The animal’s picture, along with information on how to adopt it, is also posted on KRLD.com.
- KRLD is an ongoing supporter of the Jewish Community Center of Dallas, promoting their “FamilyArts” series and the annual Jewish Arts Fest.
- August 2007 marked the 10th annual “KRLD Restaurant Week,” benefiting the North Texas Food Bank and the Lena Pope Home for children. Modeled after a similar program in New York, KRLD recruits local restaurants to provide a 3-course Prix Fixe meal at a discounted price with \$7 from each meal donated to the charities. Nearly \$400,000 annually has been raised in recent years through this effort.
- KRLD has been an in-kind radio sponsor of the AIDS Arms Lifewalk for the past two years, providing public service announcements and other support to help promote the walk.
- 2007 will mark the 29th anniversary of KRLD’s Christmas is for Caring charity drive, benefiting people with severe developmental disabilities at the Denton State School. In addition to providing two gifts for each of these less fortunate citizens each year, this program has raised millions of dollars for the school. Last year \$160,000 in monetary donations was collected to build a garden pavilion for the residents to use almost year-round for dances, picnics, outdoor movies and family gatherings.
- KRLD is a media partner of the White Rock Lake Marathon in December, running public service announcements and promotional mentions encouraging donations and listener participation. One of the largest marathons of its kind in the country, it benefits the Texas Scottish Rite Hospital for Children. In 2006, KRLD staff made up a 5-person relay team, which was led by Morning News Anchor Mike Rogers.
- KRLD has a commitment to local artists via our sponsorship of charity events. The following North Texas organizations received public service announcements, ticket giveaways, website support and inclusion in station c-blasts in 2006.
 - Allegro Society
 - Dallas Museum of Art
 - Eisemann Center for Performing Arts
 - Plano Symphony Orchestra

- Dallas Symphony Orchestra
- Jewish Community Center Film Festival

KVIL

KVIL has provided and will continue to provide website exposure, eblasts, station appearances and on-air exposure for community events, including:

- KVIL participated in the Stock Show Race at the Ft. Worth Live Stock Show & Rodeo. The race benefited the Susan G. Komen Cancer Foundation. We supported through website and a station appearance.
- KVIL participated in a Starbucks event benefiting DIFFA (Design Industries Foundation Fighting AIDS). On-air personalities served as judges in a drink-making contest. And we supported through website, recorded/live mentions and a station appearance.
- KVIL has given approximately 10 studio tours to the Boy Scouts of America in February.
- KVIL supported the 25th Annual North Texas Irish Festival through recorded promos, on-air ticket giveaways, website, eblast and 2 station appearances, benefiting The Southwest Celtic Music Association.
- KVIL helped the Girl Scouts of America by supporting their special one-day cookie drive, benefiting the US Armed Forces. We supported through website and a station appearance.
- KVIL partnered with McDonald's in a Mother's Day event, benefiting the Susan G. Komen Cancer Foundation. We supported through recorded promos, website, eblast and a station appearance.
- KVIL participated in the Frisco Child Safety Day, benefiting safety programs in the City of Frisco. We supported through website and a station appearance.
- KVIL partnered with Mattress Firm for 2 pajama drives in June, benefiting Rainbow House, Inc, an organization helping abused and neglected women and children. We supported through website, eblast, recorded promos and station appearances.
- KVIL supported the Taste of the Nation event, benefiting the North Texas Food Bank. We supported through recorded promos, on-air ticket giveaways, website, eblast and a station appearance.
- KVIL teamed up with Starbucks for a Game Night event, benefiting The Family Place and Community Partners. We supported with web, live mentions, eblast and a station appearance.